IN THE CLAIMS:

Please cancel claims 1-10, and amend the claims as follows:

1. - 10.   (Canceled)

11.   (Previously Presented)   A computer-readable medium comprising a print medium formatting program which, when executed by a processor, causes the processor to perform an operation for controlling printable content from textual and graphical sources in a computer system, the operation comprising:

monitoring for a print request;

intercepting a print file generated by a printer driver from the print request;

matching the print file with stored identification data; and

in response to matching the print file with the stored identification data, transforming the printable content in the print file in accordance with stored print options; whereby the transformed print file produces a printed output different from a printed output that would have been produced by the print file generated by the printer driver, and wherein the printable content that is transformed is selected from at least one of banners, advertisements, solid background, user highlighted content and any combination thereof.

12.   (Previously Presented)   The computer-readable medium of claim 11, wherein the print medium formatting program, comprises:

at least one print configuration data file configured to store the identification data and print options;

a print monitoring module configured for monitoring the print request; and

a transformation program module configured for transforming the print file, wherein the transformation comprises reducing print resolution and removing at least the transformed printable content.

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13. (Previously Presented) The computer-readable medium of claim 12 wherein the matching step further comprises:

identifying identification data in the print request; and

comparing said identification data in the print request to the stored identification data in a currently selected print configuration data file.

14. (Original) The computer-readable medium of claim 11 further comprising printing the transformed print file to an output device selected from the group consisting of a printer, a copier, and a scanner.

15. (Previously Presented) The computer-readable medium of claim 11 wherein the stored identification data and print options are user configured.

16. (Previously Presented) The computer-readable medium of claim 11 wherein prior to the monitoring step, the operation further comprises the step of receiving the identification data and print options from a graphical user interface generated by a print option formatting module.

17. (Previously Presented) The computer-readable medium of claim 16 wherein the receiving step further comprises selecting a current print configuration data file from a listing of at least one print configuration data file.

18. (Original) The computer-readable medium of claim 11, wherein prior to the transforming step, the print file is configured by print drivers.

19. (Previously Presented) A computer system configured to control printable content from textual and graphical sources, comprising:

a memory containing a print medium formatting program;

a processor, which when configured by the print medium formatting program performs an operation comprising:

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monitoring for a print request;

intercepting a print file generated by a printer driver from the print request;

matching the print file with stored identification data; and

in response to matching the print file with the stored identification data, transforming the printable content in the print file in accordance to print options; whereby the transformed print file produces a printed output different from a printed output that would have been produced by the print file generated by the printer driver, and wherein the printable content that is transformed is selected from at least one of banners, advertisements, solid background, user highlighted content and any combination thereof.

20. (Original)   The computer system of claim 19 wherein the processor is configured to execute a print command to print the transformed print file to at least one output device coupled to the computer system.

21. (Previously Presented)   The computer system of claim 20 wherein the at least one output device is a device selected from the group consisting of a printer, a copier, and a scanner, and wherein the transformation is performed only when an ink level used by the at least one output device is below a threshold value.

22. (Original)   The computer system of claim 19 wherein the print medium formatting program is loaded and accessible from a program selected from the group consisting of an operating system, a device driver, and an applications program.

23. (Previously Presented)   The computer system of claim 19 wherein the print medium formatting program further comprises:

at least one print configuration data file configured to store the identification data and the print options;

a print monitoring module configured for monitoring the print request; and

a transformation program module configured for transforming the print file.

24. (Previously Presented) The computer system of claim 19 wherein the identification data comprises at least one print configuration data file, the at least one output device, and at least one applications program.

25. (Original) The computer system of claim 19 wherein the print options include selectable print color, resolution, size, pages per page, and the printable content.

26. (Previously Presented) The computer system of claim 1 wherein the removed portion of the printable content is selected from at least one of text only, headers, banners, advertisements, solid background, and user highlighted content.

27. (Previously Presented) A method for controlling printable content from textual and graphical sources, comprising:

   receiving first identification data and print options;

   storing the first identification data and print data in a print configuration data file derived from the received first identification data and print options;

   identifying a print request from a user;

   intercepting a print file generated by a printer driver from the print request;

   determining whether second identification data in the print file matches the first identification data in the print configuration data file; and

   if the second identification data in the print file matches the first identification data in the print configuration data file:

      displaying at least one graphical user interface (GUI);

      accepting selections in the at least one GUI; and

      transforming the matched print file in accordance with the first identification data and print data in the print configuration data file, whereby the transformed print file produces a printed output different from a printed output that would have been produced by the print file generated by the printer driver, and wherein the printable content that is transformed is selected from at least

one of banners, advertisements, solid background, user highlighted content and any combination thereof.

28.   (Previously Presented)   The method of claim 27 wherein the received first identification data and print options are configured by a user via said at least one GUI and wherein the transformation is one of reducing the print resolution and removing a portion of the printable content.

29.   (Original)   The method of claim 27 wherein said displaying step further comprises at least one of the steps selected in the group consisting of: creating a new print configuration data file, editing an existing print configuration data file, deleting an existing print configuration data file, and accepting a current print configuration data file.

30.   (Original)   The method of claim 27 further comprising printing the print file on at least one output device.

31.   (Previously Presented)   The method of claim 30 wherein the at least one output device is a device selected from the group consisting of a printer, a copier, and a scanner, and wherein the transformation is performed only when an ink level used by the at least one output device is below a threshold value.

32.   (Previously Presented)   The method of claim 27 wherein the printable content consists of one or more images and the print file is a spooled print file.

33.   (Previously Presented)   The computer-readable medium of claim 11, wherein the print file is matched only if identification data in the print file matches stored identification data correspond to one or more user identified parameters comprising specified output devices for printing the print file, specified application programs and specified uniform resource locators.